

Pride Mountain Vineyards  
4026 Spring Mountain Road  
St. Helena, CA 94574

June 10, 2015

Dear [[firstname]] [[lastname]],

Thank you for your continued support of Pride Mountain Vineyards and your enthusiasm for our wines.

We greatly value your business and respect the privacy of your information, which is why we are writing to inform you that our consumer direct sales systems provider, Missing Link Networks, Inc., ("Missing Link") notified us, along with a significant number of other wineries, that on May 27, 2015 of a security incident involving credit and debit card data. Missing Link has advised us that during the window of April 1, 2015 to April 30, 2015, a third party might have gained access to certain personal information, including customer names, card numbers, related payment addresses, passwords, and dates of birth. We are working proactively and aggressively with Missing Link to address the issue. Missing Link has notified the credit and debit card companies and supplied them detailed information on the affected accounts, and we've been assured that these accounts are being monitored for fraud. They have also assured us that the security breach has been contained, and customers may safely use their credit and debit cards.

That said, it has been recommended we advise you to log into your account at [www.pridewines.com](http://www.pridewines.com) and update your password (your username is [[username]] and you may have your current password emailed to you from the login page if you don't know it). We also encourage you to monitor your credit and debit card accounts and notify your bank if you notice any suspicious activity. It should be noted that Pride Mountain Vineyards is only one of many Missing Link clients that have been affected, so it is possible that you may receive similar notifications from other wineries.

To date, we have not received any customer notifications regarding fraudulent activity. Additionally, Missing Link Networks has taken aggressive action to upgrade its security, including making a sizable investment in system enhancements.

We highly value the privacy and security of your information, so we encourage you to consult the attached information concerning additional steps you can take to protect your credit, your accounts, and your identity; you also should notify your credit card company or financial institution to determine what additional security or other protective measures can be placed on your account or if you notice any suspicious activities. In addition, Missing Link offers you a number of options to protect your information. Complete details on Missing Link's initial notification and any public updates regarding the ongoing investigation can be found on its website at [www.ecellar1.com/faq](http://www.ecellar1.com/faq). This page also contains contact information for Identity Theft Resource Center (ITRC), a Missing Link suggested resource for customers that provides toll-free, no cost counseling to help resolve fraudulent charges and provide support and counseling in the instance of identity theft.

We sincerely apologize for any inconvenience that this incident may cause you. If you have any further questions please email [wbrooks@pridewines.com](mailto:wbrooks@pridewines.com) or call the winery at (707) 963-4949. This type of incident has become all too common in our culture and we look forward to putting it behind us and getting on with the joy of celebrating life with friends and family over a great glass of wine.

Thank you again for your support.

With best regards,

Wendy Brooks  
Director of Business and Marketing  
Pride Mountain Vineyards

**Review Your Account Statements and Notify Law Enforcement of Suspicious Activity**

We recommend that you contact your credit or debit card issuer to determine whether a new card should be issued and whether additional levels of security or protective measures should be placed on the account. We also recommend that you remain vigilant by reviewing your account statements and credit reports closely, and that you should not provide personal information in response to suspicious emails, especially including those from an unknown source/sender. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidence of identity theft to proper law enforcement authorities, your state attorney general,

and/or the Federal Trade Commission. In Massachusetts, you have the right to obtain a police report if you are a victim of identity theft.

### **Copy of Credit Report**

You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. The FTC advises that you do not contact the three nationwide credit reporting companies individually, because they are providing free annual credit reports only through [www.annualcreditreport.com](http://www.annualcreditreport.com), 1-877-322- 8228 or mailing to Annual Credit Report Request Service.

Upon receipt of your credit report, we recommend that you review the “inquiries,” section for names of any creditors from whom you have not requested credit, and the “personal information,” section for any inaccuracies. Any unusual activity or information could be a sign of potential identify theft. If you observe such information, contact the credit bureau listed at the top of the report. Your credit report will be reviewed by the bureau staff with you, and if any information cannot be explained, you may need to contact the creditors involved

Contact information for the three national credit reporting agencies is below:

<b>Equifax</b>	<b>Experian</b>	<b>TransUnion</b>
P.O. Box 740241		P.O. Box 2000
Atlanta, Georgia 30374	P.O. Box 2104	Chester, PA 19022
1-800-685-1111 (general)	Allen, TX 75013	1-800-888-4213 (general)
1-888-766-0008 (fraud alert)	1-888-397-3742	1-800-680-7289 (identity theft and fraud)
1-800-685-1111 (security freeze)	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>
<a href="http://www.equifax.com">www.equifax.com</a>		

### **Fraud Alert**

You may also want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above.

### **Security Freeze**

In some U.S. states, you have the right to put a security freeze on your credit file. This will prevent new credit from being opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, using a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. Additionally, if you request a security freeze from a consumer reporting agency there may be a fee of up to \$5 to place, lift, or remove the security freeze. In order to place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, current and previous addresses, a copy of your state-issued identification card, and a recent utility bill, bank statement or insurance statement.

### **Additional Free Resources on Identity Theft**

Finally, you may wish to review the tips provided by the Federal Trade Commission on how to avoid identity theft. For more information, please visit <http://www.ftc.gov/idtheft> or call 1-877-ID-THEFT (877-438-4338). A copy of Taking Charge What to Do If Your Identity Is Stolen, a comprehensive guide from the FTC to help you guard against and deal with identity theft, can be found on the FTC’s website at <http://www.ftc.gov/bcp/edu/pubs/consumer/idtheft/idth04.shtm>.

Maryland residents may wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to [idtheft@oag.statemd.us](mailto:idtheft@oag.statemd.us), or calling 410-576-6491.

North Carolina residents may wish to review information provided by the North Carolina Attorney General at <http://www.ncdoj.gov>, by calling 877-566-7226, or writing to 9001 Mail Service Center, Raleigh, NC 27699.